

## FIRST ALTAGAMMA DAY IN THE NETHERLANDS

The Hague is the location of the first Altagama event in the Netherlands.  
Focus on the opportunities for the luxury industry in the Netherlands and  
Northern Europe

**June 20<sup>th</sup>, 2019.** The prospects for the luxury industry in the Netherlands was the focal point of Altagama Day, the meeting organised by Altagama Club Amsterdam in partnership with the Italian Embassy, which will take place on Thursday 20 June 2019 in The Hague at the headquarters of the prestigious Societeit de Witte.

The meeting, which was introduced by the Italian Ambassador to the Netherlands Andrea Perugini, included contributions from the Under Secretary of State for International Trade and Foreign Investments, **Michele Geraci**, Chairman of Altagama, **Andrea Illy**, Coordinator of the Altagama Club in Amsterdam and Executive Vice President Sales and Retail of Bulgari, **Lelio Gavazza**, and representatives of the Dutch Government.

In a year that marks the 160th anniversary of bilateral diplomatic relations between the two countries, the meeting is inspired by the significant unexpressed potential and added value of Italian companies in the Netherlands. The country is an important partner for Italy not only due to its rich domestic market but also as a global trade hub and a potential springboard for the sales of Italian luxury products in many other markets, such as Asia, Africa and America.

Local representatives of Altagama businesses, together with several Dutch business partners, were speaking at two round tables. The first, moderated by lawyer Marry de Gaay Fortman of Houthoff (and leader of the Dutch business delegation that accompanied the King of the Netherlands during his state visit of Italy in 2017), focused on the luxury industry in the Netherlands and the opportunity to turn the country into global Luxury Hub. This round table included the contributions of managers from Loro Piana, Oger, Riva and Bulgari.

The second round table, coordinated by lawyer Benno Friedberg of Friedberg & Mahn, included representatives from Corneliani, Illycaffè, Tod's and Giorgetti, and also extended its analysis to the Nordic Market, focussing on the specific features of the luxury business model and the correct ways of engaging luxury consumers.

Under Secretary of State Michele Geraci emphasises how *“the importance of bilateral relations between Italy and the Netherlands in international trade and Italian-made luxury products represent an exclusive calling card, the clear goal being to improve the perception of our ‘Bel Paese’ not only among local consumers but also among the international consumers who increasingly frequently visit the most famous Northern European capitals”*.

Italian Ambassador to the Netherlands Andrea Perugini stresses: *“Altagama represents the apex of Italian excellence thanks to its ability to transform innovation and new technologies into business opportunities by leveraging the attraction that the Italian lifestyle holds for the people of the Netherlands, a country where luxury and quality of life combine and blend thanks also to its many connoisseurs and lovers of our country, our culture and our history”*.

According to Andrea Illy, Chairman of Altagamma: *“As well as being a country that attracts and develops some of the best designers and creative professionals in the world, the Netherlands is a market of sophisticated consumers who love Italian luxury products. Thanks to its historic role in international trade, it can become an important catalyst for the promotion of the Italian luxury lifestyle and industry and high-end Italian products”.*

Lelio Gavazza, Executive Vice President Sales and Retail of Bulgari and Coordinator of the Altagamma Club in Amsterdam, says: *“This project is extremely important for the leading Altagamma brands. The presence of Altagamma in the Netherlands offers an opportunity to promote Italian culture to a Dutch population that is increasingly interested in beautiful and finely crafted products, and more especially to all of the tourists who already visit Italy’s major cities. The country already occupies a prestigious role in international trade and will become even more prominent after Brexit which will inevitably see business opportunities flow from the UK into the Netherlands”.*

The Altagamma Club, which promoted the event, was launched in November 2018 and seeks to champion Italian lifestyles, culture, excellence and creativity abroad, consolidate the relationships between Altagamma member companies and private entities and local authorities, and strengthen trade, political and social relations between Italy and the Netherlands. It also monitors tourist flows to the country, which are crucial for the business of the Altagamma Brands, working in close contact with the Italian Embassy, ENIT and the Italian Chambers of Commerce.

#### **ALTAGAMMA MEMBERS**

**FASHION:** Agnona, Alberta Ferretti, Bottega Veneta, Brioni, Brunello Cucinelli, Corneliani, Emilio Pucci, Ermenegildo Zegna, Etro, Fedeli Cashmere, Fendi, Gucci, Herno, Isaia, Loro Piana, Max Mara, Missoni, René Caovilla, Salvatore Ferragamo, Sergio Rossi, Stone Island, Tod’s, Valentino, Versace.

**DESIGNER FURNITURE:** Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Danese, Driade, Fantini, FontanaArte, Giorgetti, Kartell, Living Divani, Moroso, Poltrona Frau, Porro, Riva 1920, Valcucine, Zanotta.

**HOSPITALITY:** Bauer, Bellevue Syrene, Belmond Hotel Splendido, Bulgari Hotel Milano, Capri Palace, Cristallo Resort & Spa, Hotel De Russie, L’Albereta, L’Andana, Lungarno Collection, Masseria San Domenico, Hotel Principe di Savoia, San Maurizio 1619, Verdura Resort, Villa d’Este.

**FOOD&BEVERAGES:** Agrimontana, Allegrini, Baratti&Milano, Bellavista, Biondi Santi, Ca’ del Bosco, Calvisius, Ferrari Trento, Domori, Feudi di San Gregorio, illycaffè, Livio Felluga, Luce della Vite, Masi Agricola, Mastrojanni, Nonino, Ornellaia, S.Pellegrino, Segnana.

**AUTOMOTIVE:** Alfa Romeo, Dainese, Ducati, Ferrari, Lamborghini, Maserati.

**YACHTS:** Amico&Co, Arcadia Yachts, Baglietto, Benetti, Cantiere delle Marche, Cantieri Navali del Mediterraneo, Perini Navi, Riva.

**JEWELLERY&HARD LUXURY:** Aurora, Buccellati, Bulgari, Chantecler, Pomellato, Vhernier.

**OTHERS:** Acqua di Parma, Manifatture Sigaro Toscano, Moleskine, Skira, Technogym.

## ALTAGAMMA

Since 1992 Altagamma has brought together leading Luxury Cultural and Creative Industry businesses which act as global ambassadors for Italian excellence and originality and the Italian way of life.

Unparalleled in terms of its scope, Altagamma represents brands from the fashion, design, jewellery, food, hospitality, automotive and yachts, and wellness sectors.

Altagamma's MISSION is to contribute to the growth and competitiveness of Italian cultural and creative businesses, thus also contributing to the country's economic development. As a global ambassador of Italian lifestyle, its VISION is to be a creative and cultural ecosystem that constitutes the most important accelerator of 'Brand Italy'.

[www.altagamma.it](http://www.altagamma.it)

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